

Case study

“Sell Your Mother” campaign showed just how attractive and measurable ScreenTicket’s mobile coupons are.



Company: Coca Cola
Partners: Mobnet, Wunderman
Market: Retail
Campaign: Opt in competition
Location: Denmark



>> Customer need

Sprite rebranded their logo with a fresh new look and wanted to create a young, hip campaign that would identify with the brand’s youthful engagement. Part of this campaign would be interacting with customers in an exciting new way that would bring them out of their homes and into the stores.

>> Solution

Using the tagline, “so good, you’d sell your mother for it,” the website www.sellyourmother.dk was launched as a competition, engaging the website visitors to put in their mobile phone numbers as part of the registration. After participating in the competition, the users received a coupon from ScreenTicket and were able to go down to their local store, redeem the coupon and receive the free Sprite.

The entire coupon setup was done using the ScreenTicket client with the API documentation in a matter of hours. In the client, up to date statistics were constantly available to measure the success of the campaign. Using our On Device Verification® feature, it was fast and easy for staff to redeem coupons.

>> Facts

Total coupons sent: 4531
Total coupons opened on the phone: 2051
Total coupons redeemed for a Sprite: 1279
Total times the coupon was viewed: 8499
Redeeming rate: 28%



The coupon was designed to fit the graphic identity of the campaign and our full graphic coupons created a seamless experience, aligned with the updated Sprite brand.

»We are extremely proud of the great conversion rates«

Nordic Brand Manager of Coca Cola 